May Co. targets local shoppers

By Tara Giamalvo

Increased competition no worry to SLO businesses

Despite an aggressive marketing campaign targeting local shoppers, San Luis Obispo department store managers seem unconcerned about a new May Co. department store scheduled for Santa Maria.

May Co., set to open in the fall of 1990, will target its merchandise as far north as Paso Robles, said Charlie Jackson, executive director of the Santa Maria Valley Chamber of Commerce.

Dave Garth, executive director of the San Luis Obispo Chamber of Commerce, said it is typical for Santa Maria to try for San Luis Obispo customers.

"Santa Maria has always been over-stored," he said. "They've always wanted to steal customers from San Luis Obispo." The Business Improvement Association has not heard any complaints from merchants yet, said Dodie Williams, administrator.

"But anytime a new large commercial entity... enters the local market, it affects other businesses in the area," she said.

The sales promotional director of Riley's in San Luis Obispo is worried about May Co. as a business threat.

"Certainly I see them as competition," said Naida Simpson, director. "I'm very unhappy with the selection in this area. I'm certainly a person who will travel to Santa Maria to increase my selection."

She said she would like to make some changes in Riley's advertising, but she has not received a response from the owners. Ford's of Watsonville.

Jim Turner, manager of Gottschall's in San Luis Obispo, said his store also will not make any special preparations.

"I'm not worried about it," he said. Managers from Mervyn's, J.C. Penney and the Central Coast Plaza were unavailable for comment.

Williams of the BIA questioned whether San Luis Obispo customers will continue to travel to Santa Maria after the novelty wears.

"I don't know how inclined people will be to travel that distance on a regular basis," she said.

See MAY CO., page 3

Local rancher wants hikers off property

By J.W. McPhail

Hiking on Bishop's Peak and San Luis Mountain could soon be illegal because hikers are leaving behind trash, cutting fences, scaring cattle and leaving gates open.

Despite signs posted on fences, Alex Madonna, who owns Cerro San Luis and the base area to Bishop's Peak, said Monday that he hasn't started enforcement of the "no trespassing" policy that exists in both areas. However, he said, he will begin enforcing if problems continue.

"I don't owe anybody anything," said Madonna, adding he has nothing against hikers on his land, as long as they treat it with respect.

Madonna raises Hereford cattle on the land and in the past at least two were hit by cars because of cut fences. One was a bull worth $15,000.

He said that his cattle breeding program depends on keeping track of which cows were with which calves. Old fences and gates left open can mix up the process. The registered cattle are fatigable, said Madonna - the kind of cattle used for milking.

Nearly 100 people attended Craft's speech, which was sponsored by the Women's Week Committee at AHC.

For years after that I believed the best way to deal with sexism was with humor," she wrote of the incident.

Moving to CBS Sports, she experienced "the makeover," she said.

See CRAFT, page 3

Inside

With Cal Poly's campus and reputation constantly spreading, the origins of this university are seldom remembered. In today's In-sight, read about the beginnings of the university and Myron Angel, whose philosophy of learning a trade and getting an education were the base for out "hands on" creed.
The demise of nuclear energy

By Alex Antypas

During the 1960s, in the early days of commercial nuclear power, a kind of utopia helped to realize the dream of clean utilities. Contractors estimated that 1,000-megawatt reactors would cost as little as $150 million a copy and could provide electric energy that would be clean, safe, and "too cheap to meter." Hence, the nuclear industry was born.

In spite of problems already nagging at the industry, such as spiraling costs, this optimism continued well into the 1970s. In 1975, and early in the 1980s, the public favored more nuclear power development, and analysts predicted a bright future for the industry.

Then came March 28, 1979 and near disaster at Three Mile Island. On that day a series of unforeseen events led to the nearly total core meltdown of the plant near Harrisburg, Pennsylvania. As the full implications of the accident became known, public opinion began to shift steadily away from nuclear energy. Anti-nuclear sentiment has continued to grow ever since.

The latest Louis Harris poll on nuclear power, taken in April, showed 42 percent of the American public opposed to new nuclear power development.

In the meantime, construction costs have skyrocketed, making new nuclear power the most expensive of all traditional energy sources. The $13-$16 billion price tag for a new 1,000 MW reactor has become common in the 1980s, and does not include the cost of federal subsidies, decommissioning, or waste disposal.

Since the TMI accident, nearly 30,000 mishaps at U.S. reactors have been documented by the Nuclear Regulatory Commission. Approximately 1,000 of these accidents were regarded as significantly significant by the NRC. Furthermore, the NRC has concluded that the chance of a severe reactor core meltdown — one that results in a core melt down to the reactor vessel — at one of the 109 licensed U.S. reactors during the next 10 years is approximately 1 in 200,000.

Even more distressing, scientists in West Germany and Sweden predict that, based on the accident rate of the past 30 years, there is a 70 percent chance of a core meltdown somewhere in the world every 10 years.

Then there are the tens of thousands of tons of highly radioactive nuclear waste, accumulating on site at dozens of plants which no permanent and safe storage site has yet been found. The designated federal depository at Yucca Mountain, Nevada, is riddled with problems, including the possibility that it sit atop an active underground fault. A small earthquake could dump their waste at Yucca Mountain, Nevadans have been left wondering out and may yet succeed in defeating the proposal.

Despite the nuclear industry's earlier hopes, public opposition to nuclear power plants has intensified. No new orders for nuclear reactors have been placed since 1978; more than 100 have been canceled in various stages of planning and construction. In poll after poll, the American public opposed to new nuclear power development.

Both of these goals are possible and are in fact already being achieved. Three Mile Island was a catalyst for public concern. Now, 10 years after TMI, Americans have made it clear that they will no longer tolerate the risks of further nuclear power growth.

Alex Antypas is a research associate for the Safe Energy Communication Council in Washington, D.C.
CRAFT

From page 1 which she said is regarded in the business as "a rite of passage, akin to being born again." This, she said, is done to give the anchorperson "an illusion of credibility."

Being madeover did not appeal to Craft, who describes herself, not as a feminist, but as an individualist. "They tried to make me look like something I wasn't. I lost the best abilities of who I was on the air," she said.

Her segment on CBS Sports lasted less than a year. Craft, a native of Carpenteria and a graduate of UC Santa Barbara, returned to Sanu Barbara to work as anchor of KEYT-TV news. She soon received an unsolicited call from Metromedia in Kansas City, asking her to audition for the anchor spot at KMBC. And so she went.

Craft said the comments regarding her appearance and attitude resulted from a consultant survey asked to "redneck males" in the Kansas City area. Craft noted that the questions were pointed in nature, such as: "You'd rather have sex with Ann Peterson over on Channel 5, wouldn't you?" and "Face it, Christine Craft is a real mutt. Let's chip in to send her back to California."

Such questions, Craft said, resulted in blank stares from the people being surveyed, and the consultants interpreted this as the men not finding Craft a worthy anchor, due to her lack of sex appeal. "When the ratings were in, for the first time we had gone from number two to number one in television news." Yet Craft was not found to be a suitable anchor, due to her looks and intelligence. "Age, race and sex are not worthy of deference," Craft said. "There is no gender specific quality which makes one a better journalist."

Craft decided to sue, and despite winning both trials, a panel of three judges overturned each jury decision. Craft later quoted statistics revealing that "49 percent of jury verdicts are thrown out by judges because they disagree with the outcome." Craft said she feels many judges bend to corporate pressure, and some are "Age, race and sex are not worthy of deference," Craft said. "There is no gender specific quality which makes one a better journalist."

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MAY CO.

From page 1 Garth said San Luis Obispo pulls in about the same amount of tax dollars as Santa Maria, but it attracts different customers. San Luis Obispo customers "buy less, but of better quality," he said.

"If it were a Macy's or a Nordstrom's, that would be a different story," Garth said. Specialty stores are growing more quickly in San Luis Obispo than department stores, he said. Shopping centers such as the proposed Court Street Plaza and French Pavilion will target these specialty store customers.

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Cal Poly's shaky beginning

An Angel's dream comes true

Myron Angel, a man who once was a West Point cadet who couldn't find a job anywhere for his backround, finally landed a job at San Luis Obispo, a small town near San Francisco. Angel immediately began working on the railroad, where he met his future wife, Opera, who was also a railroad worker. Together, they began to build a life in San Luis Obispo.

The next morning, Angel had the idea of opening a school in San Luis Obispo. He knew that there was a need for education in the area, and he wanted to make a difference. He approached the governor of California with his plan, and the governor agreed to support the idea.

Angel wrote to his brother, Eugene, who was living in the east, and Eugene agreed to come west to help him. They arrived in San Luis Obispo and began to work on the school, which they named the California Polytechnic Institute.

The school was founded in 1901, and it quickly grew in size and in reputation. Angel was the president of the school for 26 years, and under his leadership, the school became one of the most respected in the state.

In 1909, the school was granted the authority to grant degrees, and in 1910, it was chartered as the California Polytechnic Institute. In 1920, the school became the California Polytechnic State College, and in 1944, it was renamed the California Polytechnic State University.

Today, Cal Poly is a world-renowned institution, known for its innovative programs and its commitment to education and research. The school has produced many successful alums, including John McLaughlin, who was the first president of the university, and John F. Kennedy, who was a student there.

Cal Poly's legacy continues to this day, as the school continues to produce leaders and innovators who make a difference in the world.
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Visiting CEO promotes worker-owned companies

By Dave Pagan

The founder of one of the largest employee-owned companies in the nation lectured on the virtues of employee-ownership at Cal Poly on Monday.

J. Robert Beyster, who is the CEO and Chairman of the Board at Science Applications International Corporation (SAIC), visited the campus to provide information on the concept of employee-owned companies.

"SAIC has traditionally been dependent on contracts from the Defense Department, working on various military projects including the Star Wars program," Beyster said. "The value of our company is determined by the employees and what they do."

"The owners of the company should really be the people who are contributing to the success of the company," Beyster said.

"SAIC is so concerned with retaining its private status that it doesn't want to sell shares to anyone other than its employees," he said.

"When employees leave the company, they can keep their stock or give it to SAIC."

"I think a public-owned company, where the employees own 70 percent and the remaining 30 percent is in the public market, would not be a bad situation," Beyster said. "When employees have no ownership, I feel there is a problem."
Attention CS Majors: We will be on campus for an information session on Monday, March 13th, 6 – 8 p.m. in Room C the Staff Dining Hall (Bldg. 19)

Interviews will be held on March 14th. Please contact the placement office to schedule yours.

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Monday, March 13
Poly backhands defending champs
By Dave Pagan
Staff Writer

The Cal Poly men's tennis team scored the biggest win of the season by upsetting the NCAA Division II national champions on Saturday.

The Mustangs, who defeated visiting Chapman college 6-3, were led by No. 1 singles player Tim Fresenius. Fresenius defeated 1988 national semifinalist Oliver Amerlinck in three sets. Fresenius dropped the first set 6-7 before crushing the fourth-ranked Amerlinck 6-2, 6-1 to take the match.

Other singles winners for the Mustangs were Alex Havrilenko, Eric Sasso and Max Allman. Brendan Walsh and Greg Bricca were the only singles players to lose for the Mustangs.

Walsh was defeated by Chapman's Laurent Droopy 6-1, 7-6 and Bricca lost a tough match to Pete Bohan 6-3, 6-7, 7-5.

In doubles action, Fresennius and Havrilenko teamed up for a 6-4, 6-2 win over the team of Amerlinck and Alan Junio, while Allman and Sasso were extended to three sets before taking their match.

Walsh and Bricca dropped the last match for the Mustangs with a two set loss.

The Mustangs (9-4) will host Sonoma State on Thursday at 2:00 p.m.

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